

Growth Audit Checklist

Spend 30-45 minutes on one journey. Mark Pass, Needs work, Unknown or N/A; record a link, note and date. Do not guess when access is missing.

Check	Status / evidence	Next action
Activation event matches source	Unknown / no product access yet	Request access; owner: product; due: Wed.
Mobile next action is clear	Needs work / 3 of 10 reviewed users mention unclear setup (fictional)	Validate step counts and review 5 more sessions by Fri.
Signup flow works	Pass / mobile QA run, event ID saved	Keep QA note with launch record.

How to use the next two pages

1. Check each item and add evidence/date.
2. Select up to three high-impact verified gaps or access blockers.
3. Add owner, due date and a measurable completion criterion.
4. Copy the selected actions into your Weekly Priority Planner.

Use the editable HTML version for longer notes. Print or save your completed version as PDF; the browser does not auto-save your answers.

Audit your growth journey.

Product: _____ Cohort / dates: _____ Reviewer: _____
 _____ Review date: _____

Area / check	Status	Evidence + date
Business / One measurable goal, period and decision owner agreed		
Business / Customer segment and first-value definition written		
Business / Past tests and available team capacity reviewed		
Measurement / Signup event matches source records and event IDs		
Measurement / Activation event and full observation window defined		
Measurement / Staff/test users and duplicate events excluded		
UX / Primary next action is clear on mobile		
UX / Signup and setup tested end-to-end, including errors		
UX / Drop-off evidence reviewed with permitted access		

Audit your growth journey.

Product: _____ Cohort / dates: _____ Reviewer: _____
 _____ Review date: _____

Area / check	Status	Evidence + date
Acquisition / Spend and customer counts use matched periods/cohorts		
Acquisition / Activation/quality compared by source and device		
Acquisition / Landing message matches ad/source promise		
CRM / Triggers and segment exclusions verified		
CRM / Consent and unsubscribe path checked		
CRM / Message helps the user reach the next value step		
Retention / Repeat/return metric matches the product cycle		
Retention / Support/churn themes reviewed without exposing PII		
Delivery / Top findings have owner, due date and definition of done		

Selected action	Owner / due	Done when
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____